

DECLARATION FOR UTILITY PATENT APPLICATION

AS BELOW-NAMED INVENTORS, WE HEREBY DECLARE THAT:

Our residences, post office addresses, and citizenship are as stated below next to our names.

We believe we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled: **METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONS**, the specification of which is attached hereto unless the following box is checked:

WE HEREBY STATE THAT WE HAVE REVIEWED AND UNDERSTAND THE CONTENTS OF THE ABOVE-IDENTIFIED SPECIFICATION, INCLUDING THE CLAIMS, AS AMENDED BY ANY AMENDMENT REFERRED TO ABOVE.

We acknowledge the duty to disclose information which is material to the patentability as defined in 37 C.F.R. § 1.56.

We hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or § 365(a) of any PCT International application which designated at least one country other than the United States listed below and have also identified below, by checking the box, any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed:

Application No.	Country	Date of Filing	Priority Claimed?
			<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

We hereby claim benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below:

Application Serial No.	Filing Date

We hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, we acknowledge the duty to disclose information which is material to patentability as defined in 37 C.F.R. § 1.56 which became available between the filing date of the prior application and the national or PCT International filing date of this application.

Application Serial No.	Filing Date	Status

		<input type="checkbox"/> Patented	<input type="checkbox"/> Pending	<input type="checkbox"/> Abandoned
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We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

2/25/04

Date


Name: Steven K. Souders

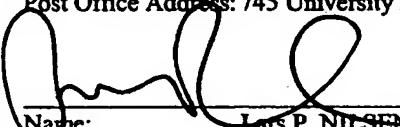
Residence: Los Altos, California

Citizenship: United States of America

Post Office Address: 745 University Avenue, Los Altos, California 94022

2/25/04

Date


Name: Lars P. Nielsen

Residence: Santa Cruz, California

Citizenship: United States of America

Post Office Address: 142 Berkshire Avenue, Santa Cruz, California 95060

2/25/04

Date


Name: Scott A. Gatz

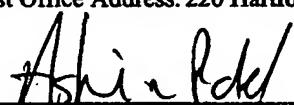
Residence: San Francisco, California

Citizenship: United States of America

Post Office Address: 220 Hartford Street, San Francisco, California 94114

2/25/04

Date


Name: Ashvinkumar P. Patel

Residence: Los Altos Hills, California

Citizenship: United States of America

Post Office Address: 27765 Lupine Road, Los Altos Hills, California 94022

PTO/SB/96 (08-03)

Approved for use through 04/30/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Steven K. SOUDERS et al.Application No./Patent No.: Not Yet Assigned Filed/Issue Date: Concurrently HerewithEntitled: METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONSYAHOO! INC. , a corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

- the assignee of the entire right, title, and interest; or
- an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is %

in the patent application/patent identified above by virtue of either:

A. An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel , Frame , or for which a copy thereof is attached.

OR

B. A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: To:
The document was recorded in the United States Patent and Trademark Office at
Reel , Frame , or for which a copy thereof is attached.
2. From: To:
The document was recorded in the United States Patent and Trademark Office at
Reel , Frame , or for which a copy thereof is attached.
3. From: To:
The document was recorded in the United States Patent and Trademark Office at
Reel , Frame , or for which a copy thereof is attached.

 Additional documents in the chain of title are listed on a supplemental sheet. Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

2/26/04
DateMichael Callahan

Typed or printed name

(408) 349-3300
Telephone NumberM. Callahan
SignatureSenior Vice President, General Counsel and Secretary
Title

Attorney Docket: 324212000500

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

**POWER OF ATTORNEY
and
CORRESPONDENCE ADDRESS
INDICATION FORM**

Application Number	Not Yet Assigned
Filing Date	Concurrently Herewith
First Named Inventor	Steven K. SOUDERS
Title	METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONS
Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket No.	324212000500

I hereby appoint:

Practitioners at Customer Number 20872

OR

Practitioner(s) named below:

Name	Registration Number	Name	Registration Number

as my/our attorney(s) or agent(s) to prosecute the application identified above, and to transact all business in the United States Patent and Trademark Office connected therewith.

Please recognize or change the correspondence address for the above-identified application to:

The above-mentioned Customer Number.

OR

The address associated with Customer Number:

OR

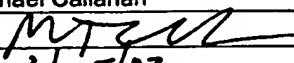
<input type="checkbox"/> Firm or individual Name			
Address			
City	State	Zip	
Country	Telephone	Fax	

I am the:

Applicant/Inventor.

Assignee of record of the entire interest. See 37 CFR 3.71.
Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96).

SIGNATURE of Applicant or Assignee of Record

Name	Michael Callahan		
Signature			
Date	2/25/02	Telephone	(408) 349-3300

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below.

<input checked="" type="checkbox"/>	*Total of	1	forms are submitted.
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**ASSIGNMENT
JOINT**

THIS ASSIGNMENT, by Steven K. SOUDERS, Lars P. NILSEN, Scott A. GATZ and Ashvinkumar P. PATEL (hereinafter referred to as the assignors), residing at 745 University Avenue, Los Altos, California 94022, 142 Berkshire Avenue, Santa Cruz, California 95060, 220 Hartford Street, San Francisco, California 94114, and 27765 Lupine Road, Los Altos Hills, California 94022, respectively, witnesseth:

WHEREAS, said assignors have invented certain new and useful improvements in METHOD AND SYSTEM FOR GENERATING RECOMMENDATIONS, set forth in an application for Letters Patent of the United States, having an oath or declaration executed on even date herewith; and

WHEREAS, YAHOO! INC., a corporation duly organized under and pursuant to the laws of Delaware and having its principal place of business at 701 First Avenue, Sunnyvale, California 94089 (hereinafter referred to as the assignee) is desirous of acquiring the entire right, title and interest in and to said inventions and said application for Letters Patent of the United States, and in and to any Letters Patent or Patents, United States or foreign, to be obtained therefor and thereon:

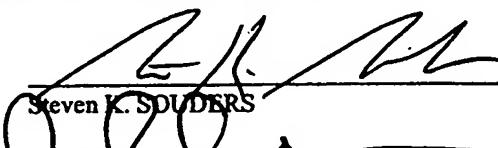
NOW, THEREFORE, in consideration of One Dollar (\$1.00) and other good and sufficient consideration, the receipt of which is hereby acknowledged, said assignors have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto said assignee, its successors, legal representatives and assigns, the entire right, title and interest in and to the above-mentioned inventions, application for Letters Patent, and any and all Letters Patent or Patents in the United States of America and all foreign countries which may be granted therefor and thereon, and in and to any and all divisions, continuations and continuations-in-part of said application, or reissues or extensions of said Letters Patent or Patents, and all rights under the International Convention for the Protection of Industrial Property, the same to be held and enjoyed by said assignee, for its own use and the use of its successors, legal representatives and assigns, to the full end of the term or terms for which Letters Patent or Patents may be granted, as fully and entirely as the same would have been held and enjoyed by the assignors, had this sale and assignment not been made.

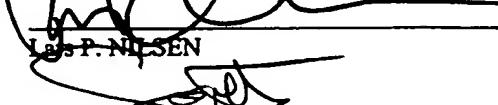
AND for the same consideration, said assignors hereby covenant and agree to and with said assignee its successors, legal representatives and assigns, that, at the time of execution and delivery of these presents, said assignors are the sole and lawful owners of the entire right, title and interest in and to said inventions and the application for Letters Patent above-mentioned, and that the same are unencumbered and that said assignors have good and full right and lawful authority to sell and convey the same in the manner herein set forth.

AND for the same consideration, said assignors hereby covenant and agree to and with said assignee, its successors, legal representatives and assigns, that said assignors will, whenever counsel of said assignee, or the counsel of its successors, legal representatives and assigns, shall advise that any proceeding in connection with said inventions, or said application for Letters Patent, or any proceeding in connection with Letters Patent for said inventions in any country, including interference proceedings, is lawful and desirable, or that any division, continuation or continuation-in-part of any application for Letters Patent or any reissue or extension of any Letters Patent, to be obtained thereon, is lawful and desirable, sign all papers and documents, take all lawful oaths, and do all acts necessary or required to be done for the procurement, maintenance, enforcement and defense of Letters Patent for said inventions, without charge to said assignee, its successors, legal representatives and assigns, but at the cost and expense of said assignee, its successors, legal representatives and assigns.

COPY

AND said assignors hereby request the Commissioner of Patents to issue said Letters Patent of the United States to said assignee as the assignee of said inventions and the Letters Patent to be issued thereon for the sole use of said assignee, its successors, legal representatives and assigns.

2/25/04 
Date Steven K. Souders

2/25/04 
Date Lars P. Nielsen

2/25/04 
Date Scott A. Gatz

2/25/04 
Date Ashvin Kumar P. Patel

COPY